



US Army Corps  
of Engineers  
Huntsville Center

Program Manager  
(256) 895-1050  
April 2007

# Small Business Marketing Guide

**RELEVANT  
READY  
RESPONSIVE  
RELIABLE**

*Proudly serving the Armed Forces and  
the Nation now and in the future.*

Public Affairs Office (256) 895-1693  
<http://www.hnd.usace.army.mil>

## Commitment

**T**he Huntsville Center fully supports the government's policy of placing a fair proportion of our contracts with qualified small, small disadvantaged, women-owned, HUBZone, veteran-owned and service-disabled veteran-owned business concerns. We consider small business to be the heart of the U.S. economy and a very vital part of the Corps' procurement process.

## Tell us about your firm

### Send us a brochure.

**We welcome** information that describes your firm's capabilities and experience. The more specific, the better!

**Meet with us.** We will make time, when possible, to meet with you for discussions and briefings about your capabilities and our general upcoming workload and programs.

**Be prepared** to discuss your capabilities, interest and capacity to perform with the deputy for Small Business. The following are several questions you should be prepared to address:

- Why should the Huntsville Center contract with my company?
- In what ways are my products or services well beyond those of my competitors?
- What are my demonstrated qualifications?
- Why is my specialized experience and

technical competence better than others in my field?

- Do I have the capacity to accomplish the work in the required time and within the allocated budget?
- How has my performance been in the past?

**Be alert** to announcements of business opportunity conferences, trade fairs and other federally attended or sponsored liaison meetings in your area. Make it a point to attend whenever possible. The Corps of Engineers is represented at most such meetings. This is an excellent opportunity to meet on a person-to-person basis with procurement and small business specialists who can assist small businesses with the selling of their services or products.

## How we buy products/services

• **Purchases of \$2,500 or less.** Micro purchases. No public notice is given. Firms of all sizes may be considered. Oral quotations and discussions will be the normal solicitation method. About 90 percent of the micro purchase awards are made using credit cards.

• **Simplified Acquisition Procedures (more than \$2,500 but not more than \$100,000).** Reserved for small business firms. Acquisition procedures are similar to Micro purchases. All actions over \$25,000 will be published on the Federal Business Opportunities Web site at <http://www.fedbizops.gov>.



- **Acquisitions over \$100,000.** Formal solicitation procedures with public notice in the FedBizOpps. Major program awards are typically negotiated utilizing best value procedures. Huntsville Center plans to increase the use of Internet/CD solicitations and oral presentations to simplify and streamline the acquisition process.

### What you need to get started

- DUNS Number – <http://www.dnb.com/us/> (800) 333-0505
- Commercial and Government Entity (CAGE) Code – <http://www.diis.dia.mil/CAGESearch/>
- DoD Central Contractor Registration (CCR) – <http://www.ccr.gov>, (888) 227-2423

### Business Opportunities

You can find information about upcoming government contracts from:

- Advance notices to bidders and invitations for bids at businesses such as the Associated General Contractors of America (AGC), minority contract associations and construction industry associations.
- Small Business conferences
- Tri-Service Solicitation Network maintained to assist bidders in locating solicitations offered by the U.S. Army Corps of Engineers, Navy and Air Force.
- Announcements of business opportunity conferences, trade fairs and other federally attended or sponsored liaison meetings in your area.
- Corps of Engineers division, district and laboratory Web sites.

### Where We Advertise Contracts

**Federal Business Opportunities** (FedBizOpps) <http://www.FedBizOpps.gov> – Effective Oct. 1, 2001, all federal agencies were

required to use FedBizOpps to provide public notice for solicitations more than \$25,000.

**Army Single Face to Industry (ASFI)** – This site provides vendors a single entry point to search for, view and respond securely to Army solicitations. ASFI provides a seamless, paperless Web environment tying commercial vendors to government buyers.

**Federal Technical Data Solution** (FedTeDS) <http://www.FedTeDS.gov> – Effective Oct. 1, 2005, all contractors were required to register on the FedTeDS site in order to view solicitations and technical data.

### Other Web sites

- U.S. Army Corps of Engineers — <http://www.usace.army.mil>
- U.S. Small Business Administration — <http://www.sba.gov>
- U.S. Small Business Administration's Subcontracting Network — <http://web.sba.gov/subnet/>
- Tri-Service Solicitation Network — <http://tsn.wes.army.mil>

### The U.S. Army Engineering and Support Center, Huntsville is

- A vital part of America's Army ...
- Proud of our past ...
- Building for the future ...
- Providing quality, responsive engineering services ...
- To support the nation in peace and war